

Message Text

UNCLASSIFIED

PAGE 01 ATHENS 07409 101651Z

64

ACTION EUR-10

INFO OCT-01 ISO-00 EB-03 DRC-01 RSC-01 /016 W

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R 101501Z OCT 74

FM AMEMBASSY ATHENS

TO USDOC

INFO SECSTATE WASHDC 5853

AMCONSUL THESSALONIKI

UNCLAS ATHENS 7409

E.O. 11652: N/A

TAGS: BEXP, GR

SUBJ: CABLE REPORT: CATALOG EXHIBITION

REF DEPT'S A-9166, DTD SEPT 9, 1972

- 1) "INDEX '74" - U.S. AUTO SERVICING EQUIPMENT
- 2) ZAPPEION BUILDING, ATHENS, GREECE, OCTOBER 3-9, 1974
- 3) 134
- 4) A) 83 (AT U.S. BOOTH)
B) TOTAL NUMBER VISITING INDEX WILL BE SUPPLIED IN
SEPARATE MESSAGE
- 5) 81
- 6) 97 FIRMS RECEIVED 263 INDIVIDUAL INQUIRIES
- 7) A) HIGH QUALITY VISITORS DURING LAST HALF OF SHOW
HELPED BOOST SUCCESS OF EXHIBIT. GIVEN LULL IN BUSINESS
ACTIVITY RESULTING FROM SUMMER CRISES AND SUSPENSION
DECISION-MAKING UNTIL AFTER ELECTIONS, RESULTS OF SHOW
EXCEEDED EXPECTATIONS. SOUR NOTE WAS THEFT OF AMERICAN
FLAG DISPLAYED OUTSIDE EXHIBITION HALL NIGHT OF
OCTOBER 5. INTERVIEWS AT BOOTH AND PLANT VISITS
BY ITR LARSON REVEAL RECEPTIVE MARKET. URGE ALL
U.S. PARTICIPANTS TO FOLLOW THROUGH AGGRESSIVELY ON
LEADS OBTAINED.
B) PLAN TO SEND CATALOGS TO AMCONSUL THESSALONIKI
FOR FURTHER SHOWING UNLESS USDOC PERCEIVES OBJECTION.
KUBISCH

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Message Attributes

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